

ECONOMIC DEVELOPMENT COMMITTEE MINUTES

The North Ogden Economic Development Committee (EDC) met on July 29, 2014 at 5:36pm in the Council Chambers of the Municipal Building, 505 East 2600 North, North Ogden City, UT 84414. Notice of time, place and agenda of the meeting was posted on the bulletin board at the municipal office and posted to the Utah State Website on July 25, 2014.

Present:

Brent Taylor	Mayor
Lynn Satterthwaite	Council Member
Jim Urry	Council Member
Lisa Dahl	Citizen
Shawn Maynard	Business Owner
Rich Wood	
Mike Carter	Branch Manager, Zion's
David Gordon	Business Owner/Citizen
Kirk Chugg	Citizen
Matthew Godfrey	Economic Development Advisor
Brandon Mason	Citizen
Christian George	Resident
Jenice Jones	Business Owner/Resident
Rich Brewer	Business Owner/Resident

Staff:

Ron Chandler	City Manager (arrived at 6:10pm)
Bryan Steele	Finance Director
Annette Spendlove	City Recorder

Visitors:

Bob Napoli

Agenda

1. Welcome and Introduction

Mayor Taylor welcomed those in attendance and provided a brief history of the creation and membership of the Economic Development Committee (EDC). He asked each member present this evening to introduce themselves. Mayor Taylor then stated he wanted to facilitate a brainstorming session to develop rules and order of procedure for the committee, which resulted in the following:

1. Be a discussion based, informal committee.
2. Hold structured meetings with an agenda, goals, and beginning and end time.

3. Develop specific deliverables for the committee.
4. Develop predefined constraints to work within in order to reach set goals.
5. Provide agendas several days in advance of the meeting.
6. Follow open and public meetings act.
7. Participate with an open mind and listen to all ideas brought to the committee.
8. Turn off cell phones during meetings.
9. Use sub-committees for various projects.

2. North Ogden City Redevelopment Area

Finance Director Steele used the aid of a PowerPoint presentation to provide a history of the creation of the North Ogden Redevelopment Agency (RDA) and highlight the Redevelopment Area in the City. He highlighted some of the businesses included in the area, which totals 93 acres. He noted the areas highlighted in purple on the map indicate areas that the City has contributed funding to.

Shawn Maynard inquired as to the purpose of an RDA. Mayor Taylor stated an RDA is a tool a city can use to gain a higher share of property tax revenue from the properties located within an RDA area; that higher revenue can be used for economic development measures. Other taxing entities agree to forego any increased property tax revenues resulting from development of a property for a specified period of time. He stated the current area is nearly built out and the City's focus will shift to identifying ways to use RDA funds to enhance the area.

City Manager Chandler arrived at 6:10 p.m.

There was a general discussion regarding the criteria a property must meet in order to be included in an RDA area, after which Mayor Taylor noted the City has the opportunity to create additional RDA areas, but currently there is only one. There was a discussion regarding restrictions related to the use of RDA funds, after which Mr. Steele noted the RDA's current fund balance is \$494,000. The RDA is projected to expire in 2031 and the RDA receives approximately \$525,000 per year in property tax revenue, which reflects the increase in property values since the area was created in 1990. Council Member Satterthwaite inquired as to the reasons for such an increase in property values. Mayor Taylor stated the Lee's Marketplace parcel was vacant when the area was created and its development resulted in a large increase in property value in the area. Mr. Steele agreed and added he projects that the new Smith's Marketplace development will generate an additional \$250,000 to \$275,000 per year once it is completed. He concluded the amount of money the City stands to receive throughout the life of the RDA area is \$13 to \$13.5 million, which is a conservative estimate. He then reviewed committed expenditures of the RDA, with a focus on City contributions to the Smith's Marketplace project and the aquatic center bond debt service. Mayor Taylor noted that all debt service payments to date for the aquatic center have been satisfied by RDA funding and not sales or property tax.

Mr. Chandler then clarified that the RDA area is actually set to expire in 2024 and could be extended to 2031 if needed. He then revisited the issue of restrictions on RDA funding, noting the main criteria for expenditures is that they must be for something within the RDA area and it

must be related to economic development activity. He added that all RDA funds must be expended prior to expiration of the RDA area, or any remaining funds will be divided among the various taxing entities in the area. Discussion regarding potential uses of existing RDA funding ensued, with a focus on property purchase opportunities and infrastructure improvement opportunities, after which Mr. Chandler stated he would advise against expanding the current RDA area because doing so would require the area to adhere to the new RDA rules, which are much more restrictive. Mr. Steele then reviewed the financial implications of the Smith's Marketplace project. Mayor Taylor concluded the RDA offers the City the opportunity to reshape the economic future of the City without taking any money from North Ogden taxpayers.

3. Economic Development Recruitment Activities

Mayor Taylor stated the City has contracted with Matthew Godfrey's firm, Better Cities, to work on key economic development projects in the City. He explained Mr. Godfrey will make a presentation to the committee regarding economic development recruitment activities.

Mr. Godfrey used the aid of a PowerPoint presentation to review economic development recruitment activities. First, he reviewed three options for the redevelopment of the North Ogden Plaza. He noted he would like input from the committee regarding the most viable option so that a recommendation can be forwarded to the City Council. He provided an overview of the property that makes up the North Ogden Plaza and noted all owners are very agreeable to working with the City on redevelopment efforts. The proposal is to focus on family entertainment development opportunities to create a draw to the area; the development would incorporate Kirt's and the pizza restaurants to create a diverse family experience. He suggested the development include a public space that could be beautified and create an interest that would draw people to the plaza. He provided an overview of the scope of option one for the project, with a focus on the appropriate housing type to be included in some of the open spaces of the property. He explained there is a proposal to convert the old Macy's building into a recreation building that would include two basketball courts and build shops on the west side of the property. He noted he would recommend that the recreation development be a public/private partnership; construction of the space would be funded by RAMP or RDA monies and it would then be managed privately via a lease once construction is complete. He then reviewed the scope of the second option for redevelopment of the property, noting the proposal for the Macy's building is to use it as a trampoline gym. He then shifted focus to the redevelopment of the old King's building, noting he would recommend a similar recreational use in that building as well. The committee had a general discussion regarding other viable uses for the Macy's and King's buildings referencing uses like an indoor soccer facility, indoor gun range, community theater, additional movie theater, or indoor ropes course, after which Mr. Godfrey stated the goal for the building should be to draw large numbers of people into the plaza in order for it to be successful. He asked if the committee is in favor of recreation or family activity entertainment opportunities.

He then reviewed additional economic development projects in the City. A committee member indicated he feels the recreational use would be more suitable for the Smith's building that will be vacated upon the completion of the Smith's Marketplace. Mr. Godfrey stated it will be easier to secure retail tenants for that building. Discussion regarding redevelopment of the North Ogden Plaza continued, with a focus on the need to create a use that will be a family destination

due to the lack of frontage on Washington Boulevard. Mr. Godfrey then focused on the creation of a public space in the center of the development; he suggested incorporating a water feature that would be friendly to families and he reviewed concepts used in other communities. The committee was supportive of the idea of including a water feature that would create an experience for visitors to the developer. Mr. Godfrey stated he wanted to create an urban community that includes greenery, seating areas, and points of interest. He then focused on facades of the buildings that currently exist on the site and reviewed photographs of options for changing the facades to upgrade and improve the buildings, ultimately making them more interesting for visitors. He concluded the City has money available in the RDA to provide funding mechanisms for the redevelopment of the Plaza. Mayor Taylor reminded the committee that RDA monies are separate from general government monies; such funding is not made up of tax dollars from residents or businesses. Mr. Godfrey stated that if there is no resistance from the committee, he will forward a recommendation to the City Council and RDA Board regarding his ideas for redeveloping the plaza.

Council Member Urry asked Mr. Godfrey for more information about the type of housing that could potentially be included in the project. Mr. Godfrey stated he envisions urban housing types, such as live/work buildings that are owner occupied. He reviewed photographs of similar developments in other communities. There was a focus on the relationship between the housing areas and the public open space, with Mr. Godfrey stated the priority will be orienting the development in a way that the business owners are taken care of. The committee offered their support of a public open space in the development.

Christian George asked if anyone has conducted a study to determine the type of development that would be suitable for the demographic of North Ogden. Mr. Godfrey stated he has conducted a complete market analysis as well as leakage studies to determine where North Ogden residents spend their money. He has found that traditional retail businesses are not suitable for the property; the property is part of the City's entertainment district and an entertainment use of some sort is very suitable and can continue the theme of development in the area.

Mr. Godfrey then stated he will incorporate feedback from the committee into the recommendation that he will make to the City Council and RDA Board.

Mr. Godfrey then provided the committee with an update regarding other economic development projects in the City, including the reuse of the Smith's building that will be vacated upon the completion of the Smith's Marketplace project; development of the 2550 North detention basin and incorporating the property into an RDA or Community Development Area (CDA) in the future; development of the old Public Works facility site; and creation of a Washington Boulevard RDA that would encompass the deep residential lots on Washington Boulevard. He added he has reservations about changing the zoning of commercial property where Country Boy Dairy is located because he feels commercial uses would be viable in that area; once commercial zoning is eliminated it can never be regained. He concluded his presentation by providing the committee with an explanation of the purpose of a CDA in redevelopment projects and he identified areas of the City that would be suitable for a CDA.

4. Potential Economic Development Projects

Mayor Taylor then provided an overview of potential economic development projects that could benefit from involvement by the City. He reviewed a proposal to divert water from the Coldwater irrigation ditch to create an open waterway through the North Ogden Plaza property, noting the cost to do so would be approximately \$60,000. He referenced trail connections in the area of the waterway, which ultimately crosses the City's border into Harrisville.

David Gordon inquired as to the viability of purchasing a cover for the aquatic center in order for the facility to be used year-round. Mr. Chandler stated indoor pools are typically not successful unless they are attached to a 'full blown' community center; it is impossible to get people to swim during the winter months even if a pool is covered.

Discussion refocused on the redevelopment of the North Ogden Plaza, with Mayor Taylor noting that after the City Council and RDA Board have given approval to proceed with developing a plan for the redevelopment, the committee will have meetings specific to refining a more detailed proposal for the project.

Mayor Taylor then reviewed additional potential economic development projects, including the following enhancement or beautification projects: LED streetlights on Washington Boulevard; trails; decorative benches; flowers/public gardens; and welcome signs. He noted RDA funds can be used for such projects because the entire stretch of Washington Boulevard from the King's Plaza to the north side of 7-11 is include in the RDA; this includes the right-of-way associated with the road. He reviewed approximate costs for some of these enhancement or decorative projects and noted the City has a steady stream of RDA funding available over the next 10-years to complete the projects. There was a general discussion about using Christmas lights on Washington Boulevard or a nearby park during the winter months. Mayor Taylor stated he feels Christmas lights are a draw and could create an economic impact. Discussion then centered on potential locations for additional trails and connectivity to the City's trail system. Mayor Taylor then referenced the public garden's concept and highlighted a few public gardens projects in other cities in the area. He stated he would like for the committee to consider these suggestions for more detailed discussion at future meetings. The committee participated in a brainstorming session relative to opportunities to enhance or beautify the Washington Boulevard corridor, after which Mayor Taylor indicated he would like for Washington Boulevard to be the best, most beautiful street in Weber County with successful businesses.

The group then discussed the future schedule of meetings, resolving to hold the next meeting August 19, 2014 at 6:00 p.m. There was a brief discussion regarding the agenda for the meeting and the potential decisions to be made that evening.

5. Adjournment

Rich Brewer made a motion to adjourn the meeting. Kirk Chugg seconded the motion; all voted aye.

The meeting adjourned at 8:35 p.m.

EDC Chairman

EDC Secretary

Date Approved